

2017 Massachusetts Community Transportation Coordination Conference

Keynote: Scott Bogren, Community Transportation Association of America

- Has worked for the Community Transportation Association of America (CTAA) for three decades. Best way to fight for what's needed in such challenging political times. Was selected as the new Executive Director in spring of 2016, but has been with the organization for 28 years. Bogren is a journalist by trade.
- Where are we headed? Growing marketplace, more seniors and people with disabilities. Young people want alternatives to buying vehicles. Expectations, costs are escalating. Funding for programs is being reduced or eliminated. Purposes driven innovation – Uber is not solution for everything, especially in very rural areas. Changes need to be what make outcomes happen.
- We've learned how to count consumers and services provided, but what we're missing is what happens with those outcomes. We don't capture that well. What happens when riders leave vehicles?
- This is a people business, we're moving people. When population numbers go down, those fewer people may need more money for services. The country's population is urbanizing. Rural area population is declining. As a result, rural populations are left behind. Rural transit funding is based on population, which is down in all areas. We need to be more efficient in order to change mentalities
- Disruption – How do we make services better without losing people skills? Human connection in transit is important. Our challenge is to be more efficient (the way we've always done it). This must change to be more service oriented.
- Data and Performance – Federal Transit Authority rewards performance directly. Cities are incentivized to get more funds.
- Volatile Political Situation – Believe less of what politicians say and more where they put their money. Need to wait for budget to fully assess transportation funding. Concerns about cuts to services in rural America. Infrastructure funding is troubling and needs a real investment.
- Fixing America's Transportation Act or "FAST Act" is the authorization of federal transit funding passed 2015. Passed with majorities unprecedented. Should be maintained, takes funding through existing administration. Not easy time in Washington, lots of unknowns.
- Last year try to change organization, out of tune with members. Look at the world differently, downsized, new offices, focus on best ideas. Importance of being customer driven and knowing what consumers like, want, and prefer. Recognize who customers are.
- More competition – small to large suppliers. Current emphasis on low cost. Need to pay more attention to service quality. Why are we a better deal if we cost more? Partnerships – who is benefitting from service? New leaders training programs – leadership academy.

- How to manipulate data and measure performance? Technology. Change is inevitable, not bad or scary. We go home knowing that we make a difference in people's lives. No one is getting rich, we've weathered storms and we're still ready to serve. CTAA has signed up 265 new members in the past 14 months.
- Join your Community Transportation association in your area

Q&A

1. How can we get hospitals to transport seniors from rural areas to their services?
 - Hospital and health care entities are allowed to support trips to their sites. In November, EOHHS permitted hospitals to support transportation. In Pennsylvania hospital board was fined for readmissions and untimely discharges. Partner with hospitals to get required outcomes.
2. Do you see vehicle automation for demand response transportation?
 - Currently working on universal design standards for automated vehicles. Autonomous vehicles should be fully accessible from the start. Driverless technologies will have the greatest impact on seniors and the disabled. Paratransit is too costly. Driverless technology needs to be able to offer better accessibility at a higher efficiency (both cost and service).
 - In 6 US states, truck drivers are the #1 employer. Profound changes will happen sooner than 10 years. Vehicles must be accessible to all riders.
3. People who work off shift hours – what is coming down the road for them?
 - Need to come up with innovative and cost-effective ways. Uber and Lift or volunteer driver programs. We need to move beyond serving only the 9-5 population. Work with employers to supply transportation services. For example, Walmart and similar employers need to contribute to transportation as we are bringing people into their stores.